

**Iowa Department of Natural Resources  
Natural Resource Commission**

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**ITEM**

**10**

**DECISION**

**TOPIC**

**License Plate Agreement with Ducks Unlimited**

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The Commission is requested to approve an agreement between the Department and the national and local chapters of Ducks Unlimited for the Department's support of a special license plate, issued by the Iowa Department of Transportation.

Iowa DU has asked the DNR to apply for a state agency sponsored license plate from DOT, which will allow the Department and DU to raise funds for wetland conservation work in Iowa. This plate would feature the duck head logo of DU. Provisions for state agency sponsored plates are outlined in the Code of Iowa and DOT administrative rules.

To compensate for the likely small percentage of Iowans who may chose to purchase a DU plate instead of one of the three natural resource license plates currently offered, the agreement calls for the DNR to retain 20% of the income from these plates for equal distribution to REAP and the Wildlife Diversity program, both of which are partially funded by the natural resource plates. The REAP Alliance and the Wildlife Diversity Coordinator support this agreement. DU shall agree to use the 80% of the remaining income to establish and maintain conservation work in the state of Iowa.

Competition between natural resource plates and DU plates is expected to be slight because the DU plate will feature that organization's logo as opposed to the more publicly desired goldfinch, pheasant and eagle. Still, it is presumed, and hoped, that many DU members will buy the DU plate, perhaps more than 1,000 within two years. At that sales figure, the \$35 purchase price would generate \$35,000, with \$7,000 of that to coming to the Department, as well as \$2.00 for each annual renewal.

The Department is enacting a two-year moratorium for additional Department-sponsored plates for other conservation organizations to see how the DU plate agreement works. If successful, the Department may recommend other organizations do the same. These organizations have a 'captive membership' to whom they can economically market and, with the resultant financial resources going to conservation programs in Iowa, it is felt that such plates will be of benefit by generating additional fundraising capabilities of these organizations.

Kenneth Herring, Administrator  
Conservation and Recreation Division  
March 13, 2008